

MEMO

From: Grecia Lima, National Political Director, Community Change Action

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RE: This is a moment of organizing

Friends:

I am deeply moved by President Biden's courageous decision to withdraw from the presidential race. When voters voiced their concerns about his ability to win this election, President Biden listened, just as he's done his entire time in office. We are determined to honor and defend the progress our country has made under his leadership and block MAGA extremist efforts to claw back economic gains and implement the authoritarian policies they outline in Project 2025. This election is about the future of America: one where our leaders protect our freedoms or where MAGA Republicans control us.

We're less than 4 months away until Election Day. We want to reach 15 million voters and have at least 2+ million conversations with Black, Latino, Native, AAPI, women, and young voters — from primaries through November 5.

At this moment of transition in the race, we are seeing a resurgence of energy, and I believe we can build on the historic accomplishments of the Biden-Harris administration.

Community Change Action is mobilizing voters in support of candidates fighting for progressive policies from the top of the ticket to down-ballot — like Harris and other [candidates who have promised to prioritize ordinary Americans over billionaires](#). It will take an enormous amount of resources to do this work on an accelerated timeline. All of us must be all in if we want to protect our democracy.

[Can we count on your support to bring us to the finish line?](#)

We know that these voters will need additional engagement to turn out for Harris and values-aligned candidates at all levels of the ticket. We are leading on what we know works: the power of trusted messengers to break through, connect lived experiences to issues, and both persuade and mobilize voters. Already we are:

- Running **statewide direct-voter contact programs** alongside our state partner organizations in Arizona, Georgia, Michigan, Nevada, and Ohio, and have canvass programs up and running in all of these states.
- Building a **layered canvass mail pilot in MI**: previous RCT led by the Analyst Institute this type of mail increased voter turnout by 0.5pp, 50% more effective than knocks alone. We are building the test for MI ahead of the primaries but our intention is to scale this program to all of our states.

- Mobilizing voters through our national **relational organizing programs**, including our base who are organizing around **care and child care** — issues we know will continue to be at the heart of this election. We are also supporting our partners with their scalable relational programs, and providing best practices as we see it. We have seen an uptick of activity to our calls to action from relational organizing leaders. We have been holding one-on-one conversations with every leader in our network – and they are ready to throw down.
- Running **paid persuasion phone calls**. This is the fastest and easiest pathway to scalable candidate IDs. We have the baseline numbers on hard-to-reach-voters, and with this, we can leverage and understand the persuasion pathway to a Harris victory. This program directly reinfuses candidate IDs back into our existing canvassing operations so when we're at the doors, they aren't starting with a cold contact. We anticipate that between 500,000 and 750,000 voters will need persuasion across our target states and additional targeted geographic areas.

[YOU can help us reach the rest.](#) Our program is critical, and even more so because time is short and we need to continue building support and commitment to protect our democracy.

Community Change Action is moving forward in this moment. And we urge you to stay with us on the path toward economic freedom and full democracy that President Biden and Vice President Harris have started us on.

Our organizing has never been about one candidate or one election, it is about building grassroots power to win the version of the world we want – one where everyone has the opportunity to thrive.

Yours in the fight,

Grecia Lima
National Political Director, Community Change Action
Executive Director, Community Change Voters